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Golfdom Gallery

WE CAME.
WE SAW.
WE TOOK PICTURES.

1 Easy RISEers How convenient must this year's Responsible Industry for a Sound Environment (RISE) meeting been for GCSAA President Pat Finlen (center, with *Golfdom* EIC Seth Jones and fellow board member John O'Keefe)? The meeting was held at the Ritz Carlton in Half Moon Bay, Calif. — walking distance from Finlen's house!



2 Drinks are on us We rediscovered something we already knew: it's much easier to make friends when you're the one buying drinks.



3 The guy's got balls Lawrence (Kan.) CC superintendent Bill Irving had quite a day at the ballpark. The Royals lost, but Irving came away with not one, but two foul balls.



4 Dinelli's den *Golfdom* spent two hours at North Shore CC in Northbrook, Ill. to talk turf with Dan Dinelli, CGCS (right) and Juan Villareal, foreman. We learned so many insights, we're planning on returning next summer, but with an extra voice recorder.



5 NCM hits the links North Coast Media's Craig MacGregor, North American sales manager, and Kevin Stoltzman, president and CEO, on the 18th tee on the Old Course at Half Moon Bay Golf Links. MacGregor crushed his drive into a gorge. But hey, that's good business golf, when you're playing with the boss!



6 99 cans of beer on the wall Seth found the perfect place for an off-site lunch meeting during RISE: Cameron's Restaurant & Inn. Along with Dean Kinney, sales and marketing manager for Sierra Pacific Turf Supply, the two felt like they were back in jolly old England.



PHOTOGRAPHY BY: KEVIN STOLTZMAN (1); SETH JONES (2-6)



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My Second Office

BECAUSE THE COURSE IS YOUR FIRST

About our host

It didn't take long for Lawrence (Kan.) CC superintendent **BILL IRVING** to become a fan of the local team. The Omaha, Neb., native bleeds Nebraska Cornhusker red (he graduated from the school in 1998), but being so close to the University of Kansas has allowed him to adopt the local Jayhawks.

"Coach (Bill) Self was just out here. It's hard not to be a fan when all of the basketball coaches play out here regularly," Irving says. "It's hard not to be a fan and root for them when they come out and root for you at the golf course. It's a fair trade."

Irving has been at LCC for almost

six years now. He arrived from Kearney (Neb.) CC, where he was the superintendent for four years.

A look around Irving's office shows some of his favorite things — from his kid's artwork to sports memorabilia of his favorite teams.



"I wasn't a huge basketball fan until I moved here. You can't help but to be a basketball fan living here."

1 ROCK CHALK The autographed ball was given to me by a member who didn't like all the Nebraska stuff in my office. It's the best of both worlds — football season I get the Cornhuskers, basketball season I get the Jayhawks.

2 KIDS CORNER My daughter Caylee is 14, my son Cameron is 12. They come out to the course quite a bit. Caylee will go to the pool all day in the summer. Cam-

eron likes the pool but he loves driving the golf carts.

3 BIG 12 HOST We hosted the women's Big 12 Championship in 2012. We had no rain the entire spring, then the weekend of the tournament, we had three stoppages of play because of lightning and rain. The last day was a huge delay. We got the whole course ready in an hour. With not having a large volunteer corps,

that was pretty cool.

4 GOLF DOG Ozzie is a Jack Russell terrier mix, named after (former Nebraska coach) Tom Osborne. Our previous dog passed away, and the kids and I couldn't stand not having a dog. Against my wife's wishes we went to the Humane Society. I walked past him twice, then I heard him jumping behind me and turned around — it was love at first sight.

5 FOUL BALL In the six years I've been going to the (Kansas City) Royals games, I've come home with a few foul balls. I kept one around just in case, and George Brett came out to play, so I had him sign it.

INTERVIEW AND PHOTO BY SETH JONES

Proud of your second office? Email us a photo of you in it to sjones@northeastmedia.net, and we may feature you and your office in an upcoming issue of *Golfdom*.

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“We have such a deep passion for what we do that we develop a strong sense of sharing what we’ve learned from being in the business.”

MARK WOODWARD, *Contributing Editor*

The gift of wisdom

Whether we realize it or not we’ve all had them in one form or another. They could have been a coach, a teacher, a minister, an employer, a friend, parents or even another relative. They’ve taught us great lessons about our jobs, our education and our families. Most important, they’ve taught us the lessons of life.

And if you really think about it, the things we learned from them individually aren’t big things. It’s the small things over an extended period of time that collectively add up to the “big thing” and that is the way we live our lives.

By now you’ve most likely figured out that I’m talking about mentors. Mentors are the type of people who change lives.

If you talk to someone who has been fortunate enough to have had one, they will tell you, “I wouldn’t be where I am today if it weren’t for (insert mentor’s name here).”

The golf industry is full of them. Mine happened to be my grandfather, but many successful superintendents in

our industry today give credit for their success to someone in their past whom they worked for or helped educate them.

Mentoring has a great deal to do with two people developing a very strong relationship. As with everything in golf, mentors and protégés develop these strong relationships not only based on what the mentor teaches but also the feelings of trust and confidence the protégé has in the mentor. It has a great deal to do with respect. Mentors have the ability to garner respect from people who seek advice, counseling and knowledge from them.

That’s because mentors are generally veterans in their fields and have been through everything that one can go through and still survive.

In some instances, they’ve learned things the hard way or through trial and error. Because of this, they have that special type of knowledge that only comes with experience. This issue of *Golfdom* is filled with such people (see “Let’s grab a cup of coffee,” page 20). These men have seen a lot in our industry, and I’m excited to see what I can learn from them today.

Many of the superintendents I know — including myself — who have had mentors, maintain the mentoring/protégé relationship throughout their careers. They then maintain a lifelong relationship in their personal lives, even after the mentor retires.

And then something very special happens: the protégé becomes a mentor. And based on the lessons they’ve learned, they now pass on their knowledge and the

knowledge they learned from their mentor. And the cycle goes on.

There is an immense amount of satisfaction that comes with mentoring someone. The cool thing about mentoring is in most cases you learn from teaching others so everyone benefits.

In golf you often hear people say that they want to give back to the industry. I’ve said it myself, many times. But it’s true. We have such a deep passion for what we do that we develop a strong sense of sharing what we’ve learned from being in the business. There’s something very satisfying in assisting a fellow superintendent in solving a problem.

Many times just talking a problem through with someone and bouncing ideas off each other leads to a good outcome. In my experience, superintendents are very good at this.

Mentoring can come in just about all facets of our lives. If you have a chance, think about mentoring someone not only to give back to your profession but also to give back to your community. My wife has a saying she uses on me occasionally when she helps someone out and that is, “I give 10 percent but I get back 90 percent in return.”

I’ve found that it works that way almost every time. It truly is a gift.

Mark Woodward is president of **Mark Woodward and Associates**, principal of **DaMarCo Golf**, CEO of **MasterStep Golf Group** and a contributing editor for *Golfdom*.

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JOEL JACKSON, *Contributing Editor*

A tale of two golf worlds

After 30-plus years in the golf industry, I have a mix of chlorophyll and ink in my blood. The chlorophyll is from my years as a superintendent, and the ink from my years as a journalist covering this great industry.

I used that blend of elements to my advantage when I attended the annual Turf & Ornamental Communicators Association (TOCA) and International Network of Golf (ING) annual spring conferences. They are my journalists' education equivalent of the Golf Industry Show and Florida Turfgrass Association turf conference.

At the TOCA conference we talk turf, landscape and pest control, and I'm rubbing elbows and talking shop with folks from all the industry publications. Our educational sessions are focused on using the latest technologies in order to keep you informed. We also have sessions on refreshing our creative juices. We want to get and keep your attention so we can educate you in the latest products and innovations that might help you do a better job environmentally and economically. We are also in the business of

helping to grow the game so we can all stay employed.

A couple of examples from this year's TOCA out in Portland, Ore., were the presentations by Dr. Milt Engleke on the latest turfgrass breeding research, which leads to grasses better suited to a variety of ecosystems around the country, rather than one turf fits all. That was followed by two writing workshops by renowned writing instructor Ann Wylie, who challenged us to “write like a roller coaster” to jump-start our creativity.

A couple of weeks later I attended the International Network of Golf Conference at the Reunion Resort, just 20 miles from my house in Orlando, and also the same facility that soon will have hosted its second *Golfdom* Summit. At the ING, I venture into the golf lifestyle side of the industry. Attendees are from golfing publications, which primarily talk about, travel, resorts, golf

equipment (balls and sticks), training aids and apparel. It's the front-of-the-house part of the business. I enjoy attending these sessions so I might help in some small way to provide a connection between the clubhouse and golf maintenance.

I see more people are becoming aware of the environmental issues facing golf, especially in the area of water availability. Getting the “playing the game” folks and golf maintenance folks on the same page is critical for addressing regulatory and growing the game issues. They go hand in hand.

This year ING had a “Best Practices” session, which covered topics like marketing the facility, effectively using online media, charitable fundraising and a host of growing the game topics.

All these topics depend on a well-maintained golf course to attract and retain golfers.

Two topics got my atten-

tion. Golf writer Tom Harack talked about The Island Hills GC in Centerville, Mich. At Island Hills, they utilize multiple layouts within their basic 18-hole layout to address the time, cost and difficulty factors that hurt participation in the game. Beside the traditional 18-hole course with two nine-hole loops, this course also has a loop of 12 holes, two loops of seven holes each, and one of five holes. All holes have six sets of tees. While this was a very site-specific approach, the concept is adaptable to other courses.

The other topic by Pam Swenson, CEO of the EWGA, is a promotion by the National Women's Golf Alliance and Executive Women's Golf Association. It's called “Rolling Out the Green Carpet” Certification. The certification is based on a facility's ability to make golf clubs more welcoming and attractive to women, and therefore helping grow the game. (*Editor's note: more on this program next month.*)

The facility is evaluated on five key areas: Playability, Customer Service, Course Amenities, Facility Amenities and Golf Programs. Courses that achieve a score of 80-percent or higher in at least three areas earn a certification status. Certifications are good for three years.

Maybe it's that chlorophyll in my veins, but it's easy for me to see that superintendents play a key role in all of these initiatives!

Joel Jackson, CGCS-Ret., is director of communications for the Florida GCSA.



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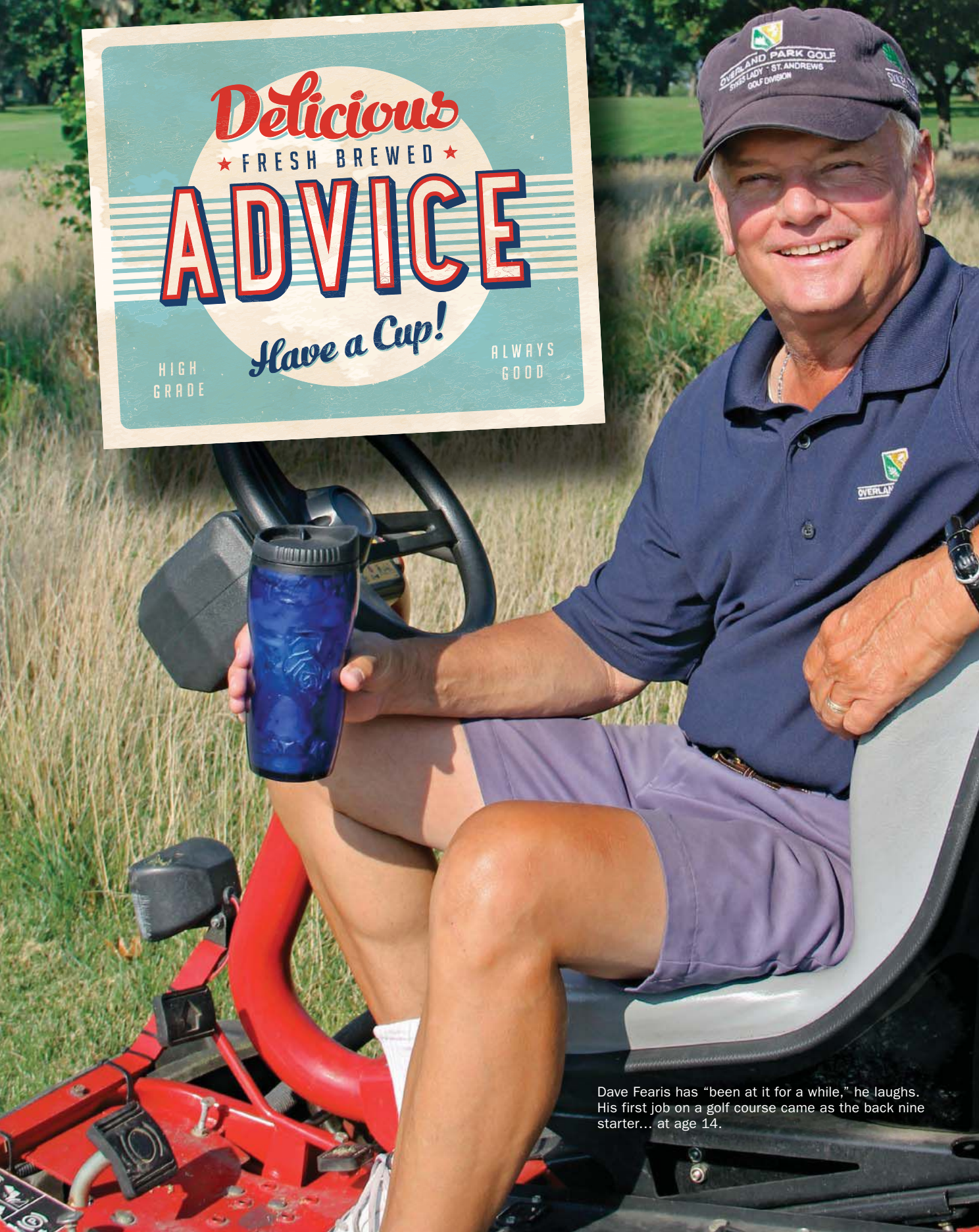
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Dave Fearis has "been at it for a while," he laughs. His first job on a golf course came as the back nine starter... at age 14.